

July 30, 2007

DI'S DFEST 2007 NOTES

Speakers that stood out over the weekend:

RAVI (Artist Integrity)

Karen Lee (Evolution Promotion, WEA, Elektra)

REAL LIFE MARKETING AND PROMOTION

When submitting material to anyone for consideration (radio, labels, managers, songs to artists, etc) everyone was united on these topics:

- Always use CD's with spines (with labels) so it can be identified in a stack. (no slimlines)
- Bands: The CD is your resume - make it look GOOD.
- Create continuity with your look: site, t-shirts, logo, etc.
- Include contact info EVERYWHERE.
- MySpace is not considered an optimal option for listening to songs. They want the full CD, no samplers. The CD projects an image.

BRANDING:

- Graphics should look great - this is IMPORTANT - hire it done if you can't do it. I like this idea....
- GET A BANNER for the stage. (Note from Di: Kinkos does these from your PDF file...)
- Change up the stage... use a mascot, candles, anything visual. Create an experience around your music.
- Your logo needs to stay constant, although it can evolve and be updated.

AT GIGS:

- If stamping hands, get a stamp with your .com on it.
- Sponsor any kind of contest - this can be for a free CD, or anything.
- Always have your email signup cards or sheets on your merch table. It is uncomfortable for folks to approach the stage.

SNOCAP.COM

a Portable Digital Store

Revises on all websites with one update.

BOOK: THE LONG TAIL

by Chris Anderson

thelongtail.com

EXPOSURE TIPS:

- Do In-Store concerts at records stores (Barnes and Noble, Borders, etc.) The employees at these stores can be the best local promoters you have.

PRESS: RADIO AND PUBLICITY

- It was stated that blogging is more effective and read more than press.
- Doing covers can create a bridge to radio -- RAVI covered a Hendrix and Lennon song on an album that was reviewed by sites that support these artists. These reviews generated a lot of sales of his CD.
- College Radio can be good promotion avenue as well as the local newspaper. Some are well read and it is a pretty lawless avenue.
- FYI - CD's are becoming a thing of the past. It is projected that Best Buy will pull their CD racks out in 2008 ... sales are down sharply.
- Stations to pursue: iRok Internet Radio, SXYZ, 103.5 (Local). XM Radio, Pandora on the web.
- Have EVERYTHING available from your site: Hi-Res Publicity Photo, 1 Sheet (they referred to this as a sheet with all the basic info - contact, suggested tracks from CD, genre, etc.)

RECORDING ON A BUDGET

- Get your ears checked to make sure your hearing is balanced.
- The sound of the room is more important than the equipment you are using.
- All Rooms need BASS TRAPS.
- realtraps.com for acoustic studio needs.; johnsayers.com - builds and designs studios.
- Walk around your room and find the best place.... put a mic there. experiment, experiment, experiment.
- Phase vs. Pitch - people are sensitive to one or the other. Phase: more than one mic on - cancelling out certain sounds. Some people are radically tuned into this (??)
- Don't rule out cheap or free effects... they can be very cool - even compressors.
- Online instruction for Pro-Tools: Kenny Joya (protoolsvideos.com)
- Get a DV meter from Radio Shack - Mix between 30-80.

THE NEW WEB

Maximize the net through podcasting, blogging, streaming, selling and internet marketing

SOUND EXCHANGE

- Collects royalty payments for copyright owners from Internet Radio and digital distribution channels. Sign up with them! Payout Split goes like this:
- Owner of the Master 50%
- Artist 45%
- Non Featured (musicians) 5%

Misc. Information:

- When you see "video pulled by SONY/BMG for noncompliance" on YouTube, the video is playing a song or portion of a song that it does not have a license to play. All music must be licensed -- it is how the creator/copyright owner gets paid for the creation.
- Find an XM station that plays your style of music and submit a press kit and your music. They are always looking for music. They are compliant with Sound Exchange. These stations cannot exist without content.

- Look for companies that lend to your style of music, i.e. jazz - cigar company, etc. Send it out for consideration.
- BYOFL.com - Indie Booking Site.
- You HAVE to classify your music / art - even if you hate it. The industry is based on it. What band are you similar to? Give fans a way to connect.
- Repetition is the key to marketing.

IT'S A DIGITAL WORLD DIGITAL DISTRIBUTION:

Jeff Price - Tune Core / SpinArt Records

- Setup iMixes in iTunes - iMix is a Playlist of up to 26 songs. Select Playlist, go to File -> Create iMix. You can publish an iMix to any website that directs folks to the iTunes store to purchase.
- Encourage people to put in a rating on your iTunes album or songs.
- iTunes Payouts:
70¢ per song
\$7 per album



MISC. COOL STUFF

- MP3 Blogs are becoming very popular places to get publicity and promotion. See Wikipedia for full details on this.

SPEAKERS/PANELISTS:

Real Life Marketing

DAMEON GUESS - Jakprints
KAREN LEE - Evolution Promotion, WEA, Elektra
DAVID CODR - The Music Phone Book
RAVI - Artistic Integrity

Press Radio and Publicity:

RICARDO BACA - Denver Post
RAVI - Artistic Integrity
JOHN DELANGE - Tinderbox
JEFF SMITH - Crash Avenue Publicist
RAY SEGGERN - 101X KROX 101.5

The New Web

KAREN LEE - Evolution Promotion, WEA, Elektra
SHANE GERMANE - Sound Exchange
JASON FEINBERG - OnTarget Media

Recording on a Budget

TRENT BELL - Bell Labs
NEIL CITRON - Favored Nations
STEPHEN EGERTON - Armstrong Studio
CRAIG ALVIN - Producer / Engineer

DIANNA BURRUP

DIBURRUP@COX.NET

Caslon Productions Acoustic Mojo

918-258-1821
caslonproductions.com
prettyonpaper.com
myspace/acousticmojocafe